

## **M.A.P. Team Meeting**

**Wednesday, September 27, 2006 8:30 AM**

Agency of Commerce & Community Development

6<sup>th</sup> Floor, Calvin Coolidge Conf. Room, National Life Building, Montpelier

**Attendees:** Christine Werneke (CMO); Kate Rouelle (ACCD –CMO); Kathleen Horton (DOH); John Dumville (DHP); Steve Justis (Ag); Doug Pine (DHR); David Metraux (ACCD); Alex Aldrich (VAC); Ed von Turkovich (BGS-Info Centers)

**Minutes** of September 9th: No questions/comments brought forth.

### **Ed von Turkovich (BGS – Information Centers): The billboards of Vermont**

Ed presented display panels to the MAP group with the intention to advertise their usefulness. He discussed how they both promote Vermont and positively advertise state agency/department messages. They push dual messaging: to visitors they illustrate Vermont as a great state to both live and work while to Vermonters they confirm why we choose to live here.

Ed discussed the types of audiences an information center would receive over the course of a typical time period. The highest percentage of travelers during the work week consists of instate commuters traveling the highways to and from their places of employment.

Ed discussed the various messaging options available to state entities free of charge in the Vermont information center infrastructure. These include: television screens, banners, 24" x 36" inch display panels, product displays, and the interactive kiosks. All of these options are available to promote or display a campaign or general message to the Vermont traveling public. The information centers can be used as a "story telling" resource to assist in the delivery of a specific message, "just in time" messages (amber alert, health outbreak, road conditions, etc), special events, or PowerPoint presentations. Ed and his staff are willing and eager to help any state entity promote Vermont.

Most services the information centers can offer are free of charge. Currently the only marketing tool that is not free of charge is brochure placement. There is a small distribution charge associated with the placement of brochures in either strategic locations or for all information centers.

While the 24" x 36" display panels are currently free of charge (includes set up design, printing, mounting, and display) they may involve future material costs.

**Brainstorming ideas:** the new kiosks that are currently in development would be an ideal place to display canned messages or run television advertisements throughout the state simultaneously.

**QUESTION:** Do any MAP participating departments have any extra production time available to share as a collaborative media project designed for the traveling public? If so contact [marketing@state.vt.us](mailto:marketing@state.vt.us)

To become involved with the information centers “billboards” options please contact Ed von Turkovich at: 279-1080 or [ed.vonturkovich@state.vt.us](mailto:ed.vonturkovich@state.vt.us)

### **Open Discussion:**

The Agency of Agriculture is currently struggling with the outbreak of negative news surrounding this year’s apple crop. They are in the process of discussing a promotional campaign for this year’s crop with Spike Advertising to counter the effects of negative reporting.

In August the Agency of Agriculture and the Department of Health joined together to lease a building in the Champlain Valley Fair to promote healthy living. They both concurred it was very successful and plan to do it again next year.

The Arts Council was also present at the CVFair for the first time.

Alex Aldrich suggested the inclusion of the Arts Council and the Department of Education in next year’s lease to complete the idea of healthy living. His idea encompasses all the areas of healthy living (mind, body and soul)

Steve concurred and added the importance of having fun.

**This is a wonderful future collaborative opportunity for any agency, department, entity wishing to promote Vermont as a healthy place to live, work and play to as many as 300,000 Vermonters and visitors.**

**Follow up questions to further this idea:** Can items be sold in the building?

Christine suggested setting up a healthy food booth to sell veggies, yogurt, or fruit to help offset all the “fair food.”

**Standardized Fonts:** A question was raised regarding the difference between the fonts called out in the graphic standards manual and the brand manual in current draft form. There are two different font sets. **Georgia** (graphic standards) is specifically for State of Vermont stationary, while **Palatino** and **Franklin gothic** (Brand manual) are for any other materials used in state government marketing.

These are suggested guidelines that were designed to help support the look and feel in state marketing. Currently 6 major marketing entities have agreed to adopt a similar look and feel: Agriculture, State Parks, Fish and Wildlife, Historic Sites, Economic Development, and Tourism. Other departments are encouraged to opt in.

The brand manual will be distributed when it is complete. Draft copies are available if desired. The manual includes font suggestions, color palettes, as well as subtle design features. It includes enough flexibility within a range to allow designers some freedom to remain unique yet complimentary to other state campaigns.

**Health:** currently promoting the Fit and Healthy challenge – Eat more colors and turn off the TV – get moving Vermont.

October 4<sup>th</sup> is the national Walk to School week.

Up coming campaigns include: get your Flu shot – Nov/Dec after political campaigns are complete.

Kathleen Horton is thinking of working with the Information Centers on creating a kiosk display with links to the health department.

**ACCD:** David Metraux is currently working on the “new generation” of kiosks. They will be migrating from static travel shots to interactive web based regional tourism information.

The Arts Council is currently using a prototype to help travelers.

David offered to give one to one information sessions to anyone interested in learning more about how they work and what they can do for individual agencies and departments. They are developing a “buy in” option vs. a straight purchase for those interested.

All kiosks will be set up with live alert feeds to assist with emergency messaging.

**Historic sites:** John Dumville was proud to announce the opening of the new Archeology Center in Burlington. It was designed to act as a central location for students and professionals to research Vermont history.

**Arts Council:** has extra product left over from this years BIG E and CVFair expos. The council is willing to sell this product to other interested state entities at cost for promotional purposes or as gifts for sale displays.

**Next meeting agenda request:** Lake Champlain Quadricentennial Celebration update: this group should start thinking about ways to collaborate and promote VT in this upcoming event.